



Polaroid Announces New Drones, VR, Smartphones, Notebooks, and TVs for the European Market at CES 2017

Las Vegas – January 5, 2017 – *Polaroid* is announcing a new line of products for the European market at the Consumer Electronics Show (CES) 2017 held in Las Vegas January 5th-8th. New *Polaroid* virtual reality headsets, drones, smartphones, notebooks and TVs will be on display at the *Polaroid* booth (Central Hall #16614).

“Throughout our 80-year history, *Polaroid* has offered consumers innovative products that are accessible to everyday consumers all over the world,” said *Polaroid* President and CEO, Scott W. Hardy. “By expanding the *Polaroid* line in Europe to include some of today’s latest technology, users can easily capture and share life’s best moments with the click of a button. Whether snapping pictures on a phone, flying a drone or navigating virtual reality, *Polaroid* delivers advanced, interactive experiences with everyday simplicity.”

Combining two of the industry’s latest technologies, *Polaroid* will showcase their new drone and virtual reality pack at the CES booth this year. Users can expect an effortless flying experience with the latest *Polaroid* drone model which features a 4-axis gyro stabilizer and a HD camera that can connect to a smartphone via Wi-Fi for a remote video display. By simply inserting a smartphone in the included virtual reality headset, onlookers can enjoy a panoramic 120° view from up to 80 m high without ever leaving the ground. When not flying, the VR headset can also be used to enjoy virtual reality, including 3D TV and video games.

CES will see two other new models from the *Polaroid* line of drones. Both versions, featuring the distinctive *Polaroid Color Spectrum*, are equipped with a built-in 4-or 6-axis gyro stabilizer and an HD camera for effortless video recording from the air. New and experienced pilots will enjoy three speed modes and a return to home feature, all controlled through a mobile app and connect to a smartphone using Wi-Fi. Both models are capable of 360° flips and provide up to ten minutes up flight time for up to 150 m away.

Expanding on an extensive line of *Polaroid* Android smartphones currently available in the European market, the brand will showcase four new models from their line slated for release in May. Available in two sizes, 5” and 5.5”, the four smartphones run on Android Lollipop 5.1 with 4G connectivity. Equipped with dual cameras up to 8 MP, users will enjoy ample storage for their photos with up to 8 GB of storage expandable up to 32GB with a MicroSD card. All four smartphones will be available in black and white with select models featuring blue and gold options.

Also making its debut at CES 2017 will be one of the newest *Polaroid* notebook computers. Boasting a 14.1” extra slim screen, the latest notebook provides a lightweight option while retaining a HD widescreen experience. Beneath the keyboard lays 32 GB of memory, 2 GB of RAM and a quad-core processor to power a Windows 10 operating system. Ample USB slots, an HDMI port, a MicroSD slot and Bluetooth allow for seamless integration with a variety of programs and mobile devices. The latest notebook will be available in four trendy colors including white, blue, pink and silver.

The new *Polaroid* curved HD LED TV series will also be on display this year, with 32" and 43" models being showcased in the booth. With a curved screen, the latest TVs provide a wider, more immersive viewing experience with bright, crisp images in 1366 x 768 and 1920 x 1080 HD resolution. Both models feature ample connectors for seamless integration with multiple video game consoles, DVRs and computers.

The latest *Polaroid* innovations for the European market will be on display in booth Central Hall #16614 at CES 2017. For additional information on *Polaroid* and its range of products and accessories, please visit Polaroid.com.

The *Polaroid* Brand

Polaroid is one of the most trusted, well-respected and recognizable brands with a rich 80-year history beginning with *Polaroid* instant cameras and film. Our range of products include instant print cameras, action sports cameras, smartphones, flat-screen TVs and emerging technologies that deliver the fun, instant gratification and value for which the brand has long stood. Today, the *Polaroid Classic Border Logo*, rooted in our beginnings of instant photo sharing, serves to designate genuine *Polaroid* branded products. For more information, visit Polaroid.com.

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About Market Maker Brand Licensing.

Market Maker Brand Licensing is a leading manufacturer and reseller of smartphones, tablets and related accessories in the consumer electronics marketplace. Headquartered in Lyon, France, MMBL is the authorized and exclusive *Polaroid* licensee for electronic products in Europe and Asia.

For more information, visit <http://www.polaroid-me.com>

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